CLAIMS

What is claimed is:

1.   A method of distributing advertisements to at least two potential respondents, comprising:

recruiting at least one retailer to provide a plurality of advertisements;

recording at least one profile of at least one of the at least two potential respondents;

providing at least one saver card to each of the at least two potential respondents;

targeting at least one of the plurality of advertisements to a targeted at least one of the at least two potential respondents, wherein said targeting is responsive to the at least one recorded profile of the targeted at least one potential respondent; and

providing at least one transaction to the at least one targeted potential respondent upon response of the at least one targeted potential respondent to the targeted at least one advertisement, wherein the response to the targeted at least one advertisement is evidenced by activation of the saver card associated with the recorded profile of the targeted at least one potential respondent.

2. The method of claim 1, further comprising:

gathering data of the at least one transaction of said providing at least one transaction.

3. The method of claim 2, wherein said gathering data comprises recording the data of the at least one transaction to the recorded profile of the targeted at least one potential respondent engaged in the transaction.

4. The method of claim 2, further comprising:

correlating the transaction data with said targeting, wherein said correlating generates advertisement effectiveness data.

5. The method of claim 4, further comprising:

repeatedly targeting effective advertisements, in accordance with the advertisement effectiveness data, to at least one repeatedly targeted of the targeted at least one of the at least two potential respondents.

6. The method of claim 2, wherein the transaction data comprises at least one of the group consisting of transaction time, transaction date, transaction amount, items purchased, retailer involved, and respondent identification.

7.   The method of claim 1, wherein said recording comprises establishing an e-mail account for each of the potential respondents.

8.   The method of claim 1, wherein said targeting comprises sending an email to at least one of the established e-mail accounts.

9.   A system for providing an advertising program, comprising:

a program administrator in communication with at least one retailer, wherein the program administrator receives a recorded profile from at least one potential respondent to the advertising program;

a message generator communicatively connected to said program administrator, and to at least one of the at least one potential respondents;

a plurality of saver cards, wherein at least one of said plurality of saver cards is distributed to each of the at least one potential respondents;

wherein said program administrator receives a first targeted advertisement from the at least one retailer, and wherein said message generator generates a first message, in accordance with the first targeted advertisement, to a targeted

at least one of the at least one potential respondents responsively to the recorded profile of the targeted at least one potential respondent, and wherein said program administrator receives an activation of the saver card of the targeted at least one potential respondent as a response to the first message.

10. The system of claim 9, wherein the first message is generated to the targeted at least one potential respondent in accordance with target criteria from the at least one retailer, wherein the target criteria is within the first target advertisement.

11. The system of claim 9, further comprising a correlator communicatively connected to said program administrator, wherein said correlator gathers transaction data of each saver card activation.

12. The system of claim 11, wherein said correlator updates the at least one recorded profile in accordance with the transaction data.

13. The system of claim 11, wherein said correlator generates advertisement effectiveness data in accordance with the transaction data.

14. The system of claim 11, wherein the transaction data comprises at least one of the group consisting of transaction time, transaction date, transaction amount, items purchased, retailer involved, and respondent identification.

15. The system of claim 1, wherein said saver card comprises one selected from the group consisting of a magnetic card, a bar code card, and a driver's license.